

Message Text

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AMEMBASSY RABAT

UNCLAS CASABLANCA 0372

E. O. 11652: N/A

TAGS: BEXP, BTRA, MO

SUBJ: GOM OFFICIALS TO OBSERVE U.S. FOOD PROCESSING/PACKAGING IND-
USTRY AND SEEKS U.S. EQUIPMENT, INVESTMENT

1. AS PREVIOUSLY REPORTED, WE HAVE BEEN ENCOURAGING OFFICE DE COMMERCIALISATION ET D'EXPORTATION (OCE) TO SPONSOR A TRADE MISSION TO THE U. S. IN ORDER TO OBSERVE OPERATIONS OF AND CONFER WITH GROWERS, PACKERS AND CANNERS OF FRUITS AND VEGETABLES. SUCH A MISSION, HOPEFULLY, WOULD PRODUCE SALES OF FOOD PROCESSING AND PACKAGING EQUIPMENT AND/OR AMERICAN INVESTMENTS IN THIS IMPORTANT SECTOR OF MOROCCAN ECONOMY. THUS, A TWO MAN-DELEGATION CONSISTING OF ABDELHAMID SEDRATI, TECHNICAL ADVISOR, SOCIETE DE COMMERCIALISATION D'AGRUMES ET AUTRE FRUITS ET LEGUMES AU MAROC (SOCAMAR) AND ABDELKRIM LAHRIZI, MANAGER, SOCIETE DE TRANSFORMATION DES AGRUMES ET AUTRE PRODUITS AGRICOLES (SOTRAG) WILL VISIT U. S. FROM MAY19 THROUGH JUNE 1, SOCAMAR IS OWNED BY OCE (500/O) AND PRIVATE BUSINESSMEN (500/O) -, AND REFRIGERATES FRUITS AND VEGETABLES DESTINED FOR EXPORT. SOTRAG IS JOINTLY OWNED BY OCE, OFFICD NATIONALE DES PECHEES AND SOCIETE NATIONAL D'INVESTISSEMENT AND PROCESSES FRUITS AND VEGETABLES FOR EXPORT.

2. INDIVIDUALS ITINERARY ARRANGED BY FMC AND THEY WILL VISIT DUNDEE, HOME JUICE, HOOD PROCESSORS AND FMC IN ORLANDO AND LAKELAND, FLORIDA, MAY 20 THROUGH 23. BORDENS, SUNKIST AND FMC IN CORONA, RIVERSIDE AND SAN JOSE, CALIFORNIA, MAY 28 THROUGH 31. AS OF JUNE 1, ABDELHAMID SEDRATI FREE FOR ADDITIONAL
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5-7 DAYS TO DISCUSS WITH APPROPRIATE U.S. FIRMS PRO-

CUREMENT OF MACHINERY/EQUIPMENT TO COLD ROLL AND GALVANIZE TINPLATE, AND MACHINERY TO MANUFACTURE TIN CANS. ACCORDING TO SEDRATI, GOM INTENDS TO ESTABLISH A) COLD ROLL AND GALVANIZING PLANT (USING 30,000 M/T ANNUALLY) IN SAFI AND B) CANNING PLANTS IN CASABLANCA, AGADIR AND MARRAKECH, ALL WHICH WILL REQUIRE \$7.5 MILLION INVESTMENT. IN ADDITION, SEDRATI STATES THAT OCE, ONP AND SNI DESIRE AMERICAN INVESTMENTS AND TECHNICAL KNOW-HOW IN ESTABLISHING THESE PLANTS, AND HE HAS BEEN DELEGATED TO INITIATE SUCH DISCUSSIONS. CONSTRUCTION OF PLANTS TO COMMENCE EARLY 1975.

3. ACTION REQUESTED: WOULD APPRECIATE USDOC ARRANGING APPOINTMENTS WITH APPROPRIATE FIRMS ENABLING SEDRATI, WHO IS FLUENT IN ENGLISH, TO DISCUSS ITEMS A) AND B) PARA 2. GIVEN SEDRATI'S IMMINENT DEPARTURE IT'S IMPORTANT THAT SCHEDULE OF APPOINTMENTS RECEIVED HERE NO LATER THAN MAY 16 IN ORDER THAT OCE CAN BE NOTIFIED AND GIVE ITS APPROVAL OF SEDRATI'S EXTENDED ITINERARY. SEDRATI GRADUATE OF FRENCH TECHNICAL SCHOOL AND HAS DOCTORATE IN FOOD PROCESSING TECHNOLOGY. BRUBECK

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